

9 August 63

STAT

[redacted]

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According to [redacted] in Personnel who  
checked with BSD on this one, they are making  
plans for a September campaign-launching meeting  
and tell her that no Notice will be submitted before  
then. (However, I see that the over-all campaign  
is to run from Labor Day to Thanksgiving. Do  
we choose when we start our own Agency campaign?)

fran

Pres

Mr. Elder	7-19	s/HK s/WE
DD/S	7-22	s/RBF
D/Personnel		

The attachment to this letter (President's letter to Heads of Departments and Agencies) was rec'd in the Agency in June and was sent to DD/S via Mr. Elder for appropriate action.

h/w note by RBF:

"2 - 3: Note Elder's comment, and prepare any Notice for DCI signature."

\* \* Elder's Comment: "DD/S: Wish to remind you DCI wants to sign off personally on notices which (sic)originate with the President.

W. Elder" 19 Jul 63

O-Executive Director

19 June 63

EA-DD/S:RBF:maq

Distribution:

Orig - D/Pers w/O of DD/S 63-3099 w/att

✓1 - DD/S Subject w/ccy of DD/S 63-3099 w/att

1 - DD/S Chrono

DD/S 63-3099: Ltr dtd 17 Jul 63 to Hon. John A. McCone fm Robert McNamara re United Funds and Community Chests appeal for funds between Labor Day and Thanksgiving

63-5746

THE SECRETARY OF DEFENSE  
WASHINGTON

JUL 17 1963

Dear John:

The United Funds and Community Chests will be appealing for funds again in their respective communities throughout the United States this fall between Labor Day and Thanksgiving. As indicated by the President in his memorandum of June 1963 (copy attached) endorsing these solicitations, more than 34,500 national, state and local health and welfare agencies will seek support from Federal civilian and military personnel through on-the-job solicitations in their respective communities.

Last year Federal personnel, through their voluntary contributions, materially assisted the United Campaigns in attaining the record total of \$520 million. They are to be commended for their thoughtful and generous participation in those campaigns.

Among the many humanitarian efforts for which the United Way campaigns will seek support again this year are care for homeless children and services for the aged, medical and nursing care for the needy, safety and blood donor services, first aid, and recreational and character-building activities for the youth of our country, as well as relief to unfortunate human beings hit by disaster or other unforeseen emergencies.

As the Vice Chairman of the United Community Campaigns of America for the Federal Government during the 1963 campaign period, I am writing to ask you to urge the heads of all activities under your jurisdiction throughout the Nation to encourage their personnel to support their local Community Chest or United Fund by again contributing as generously as they can during the forthcoming solicitation. Through this important appeal all of us will have the opportunity to contribute to the health, welfare and recreational needs of the community in which we live and work and thereby enjoy the personal satisfaction that is derived from exercising our "full citizen's share" of community responsibility. The solicitation of personnel, the establishment of united goals and any collection of contributions on an installment basis should be conducted in accordance with the Manual on Fund Raising Within the Federal Service for Voluntary Health and Welfare Agencies.

Your continued cooperation and assistance in this most worthwhile endeavor will be greatly appreciated.

Sincerely,

BOB

7/18 4 PM '63

Honorable John A. McCone  
Director  
Central Intelligence Agency  
Washington 25, D. C.

THE WHITE HOUSE  
WASHINGTON

June 1963

**TO THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES:**

The annual United Way campaigns will be held this year between Labor Day and Thanksgiving, and again the familiar local United Fund and Community Chest appeals will seek support from Federal civilian and military personnel in communities throughout the country.

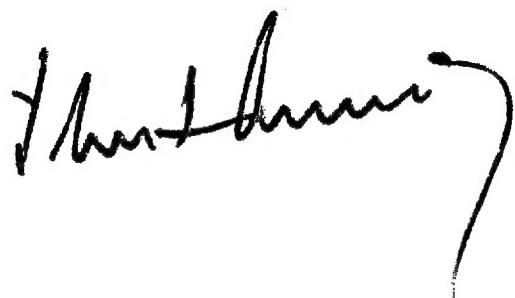
These United Campaigns offer us the opportunity to contribute to a wide variety of humanitarian organizations through a single appeal. Among the 34,500 national, state and local health and welfare agencies which have joined in these unified appeals are the Red Cross, USO, family service organizations, child care agencies, youth programs, many physical and mental health organizations, and programs for special services to the aging. We in Government want to continue to carry our full citizen's share of the voluntary support of health and welfare services.

Federal workers last fall helped these United Campaigns attain a record total of \$520 million. We can be proud of that performance, and it is my hope that employees of your Department will continue to give thoughtfully and generously to these campaigns.

The Honorable Robert S. McNamara, Secretary of Defense, will, again, serve as Vice Chairman for the Federal Government of United Community Campaigns of America. I am confident that you, once more, will extend your full cooperation to the Vice Chairman. Because of the substantial amount required to meet the needs of the many beneficiaries of a United Fund drive, the Federal plan of voluntary fund-raising provides for the effective solicitation of all employees, through the acceptance of equitable unit goals, and a Keyman Collection facility for those who wish to use it for making contributions on an installment basis.

- 2 -

Let us all take the opportunity that these campaigns offer to personally  
rededicate ourselves to the deep abiding American belief in neighbor's  
concern for neighbor.

A handwritten signature in black ink, appearing to read "John L. Bumgardner".

**Approved For Release 2004/05/05 : CIA-RDP84-00780R000300060010-4**

**Registry:**

**Please Suspense for  
8 August.**

**MAQ: Check with  
Personnel on status of Notice.**

**Approved For Release 2004/05/05 : CIA-RDP84-00780R000300060010-4**